



NEWS RELEASE

FOR IMMEDIATE RELEASE

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MAYOR BALLARD WILL LEAD POLAR BEAR PEDAL II PRESENTED BY COCA-COLA

SECOND ANNUAL WINTER BIKE RIDE WILL FEATURE DOWNTOWN AND NEAR SOUTHSIDE

INDIANAPOLIS – Mayor Ballard and the City of Indianapolis invite the public to register now for the Mayor’s second annual Polar Bear Pedal presented by Coca-Cola on January 5, 2013. The 10-mile recreational ride will begin and end at the Indy Bike Hub located in the east wing of the City Market at 222 E. Market Street.

“The Polar Bear Pedal is a unique Indianapolis event demonstrating that bicycling can be enjoyed year round,” said Mayor Greg Ballard. “It is also a great way for to explore some of the bike lane additions over the past year.” This year’s Polar Bear Pedal focuses on downtown connectivity, including the Cultural Trail and Georgia Street, and features a trip through the Southside’s Garfield Park.

Coca-Cola is the title sponsor for the 2013 Polar Bear Pedal and joins several other local sponsors, including: Bicycle Garage Indy; Big Car.org; Crawford, Murphy & Tilly Engineering; Nuvo; Sun King; 24 Hours of Booty; YMCA; and Infrastructure Engineering Inc.

Register now at www.indy.gov/polarbearpedal until January 4, 2013. Day-of-event registration begins at 9 a.m. and the ride starts at 10 a.m. The ride is free for all participants. Registration is required.

For more information on Indianapolis’ bike plan and future bike lane projects visit www.indy.gov/bikeways.

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